

Denver Urban Gardens



Proposal to XXX

Prepared by:

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This proposal outlines partnership opportunities for XXX and Denver Urban Gardens (DUG). We are happy to discuss further in order to develop the most mutually beneficial agreement.

DUG supports 157 organic community gardens and an educational community farm around the Denver metro area. We estimate that we have gardens near 23 XXX stores in the Denver Metro Area. Right now, only two XXX stores donate to DUG community gardens, at an average of \$250 per year. However, 75% of our gardens have said that they are near XXX stores and would be interested in developing neighborhood-level partnerships.

Part I: Cross-Branding

DUG would like to propose neighborhood-level partnerships between our community gardens and XXX:

- \$250 gift cards for 23 community gardens (\$5,750) located near XXX stores in the Denver Metro Area. In exchange for this support, gardens will be strongly encouraged to post a sign signifying the support of XXX, which will be produced by DUG.
- \$250 in gift cards to DeLaney Community Farm, DUG’s educational farm in Aurora, which serves 350 families every week. This support would be recognized with signage at the farm, and listing on the DeLaney Partners webpage.
- XXX will be recognized as a sponsor on DUG’s monthly e-newsletter. We would also be happy to publicize special deals or offers to our community through the e-newsletter and social media.
- XXX would feature DUG’s logo on their collateral and distribute promotional materials through their stores.
- If individual stores are interested, DUG can arrange a small number of organic gardening and related workshops to take place at their stores. DUG and XXX would both promote these opportunities through appropriate channels.

Part II: Sponsorship

To support the above activities, DUG is suggesting the following sponsorship levels:

<i>Donation Level</i>	<i>Additional Benefits</i>
\$20,000	Named as Exclusive [Category] Donor; awarded top-tier sponsorship benefits for our annual October 2016 cooking competition and benefit, including 2 private tables and VIP tickets for 8 guests, priority logo placement and recognition; and benefits as listed in Part I.
\$10,000	Named as Exclusive [Category] Donor and benefits as listed in Part I.
\$5,000	Included in sponsor list in the monthly e-newsletter, with option to publicize special deals or offers to our community.

Exclusive [Category] Sponsorship means that XXX would receive special billing in our supporters list, as featured in our monthly e-newsletter and select publications. It does not affect DUG’s vendor relations with any other businesses.